

0010/PTO Rev. 6/95	U.S. Department of Commerce Patent and Trademark Office		Attorney Docket Number	23867-08200
		First Named Inventor	Elliot Yasnovsky	
COMPLETE IF KNOWN				
		Application Number	Not yet known	
		Filing Date	Not yet known	
		Group Art Unit	Not yet known	
<input checked="" type="checkbox"/> Declaration Submitted with Initial Filing		OR	<input type="checkbox"/> Declaration Submitted after Initial Filing	
			Examiner Name	Not yet known

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

SELF-SERVICE PLATFORM FOR SELLING ADVERTISING

the specification of which

(Title of the Invention)

is attached hereto

OR

was filed on (MM/DD/YYYY) [] as United States Application Number or PCT International Application Number [] and was amended on (MM/DD/YYYY) [] (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37 Code of Federal Regulations. § 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code § 119 (a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365 (a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES	Certified Copy Attached? NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority sheet attached hereto:

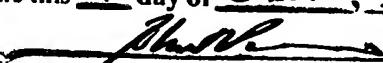
I hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental sheet attached hereto.
60/490,741	07/28/2003	

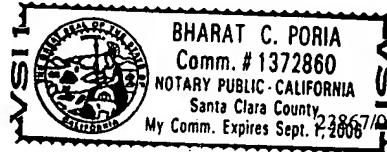
State of California

County of Santa Clara

Subscribed and sworn (or affirmed) to before
 me this 27 day of October, 2003



(Signature of Notary)



DECLARATION

Page 2

I hereby claim the benefit under Title 35, United States Code § 120 of any United States application(s), or § 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT international application in the manner provided by the first paragraph of Title 35, United States Code § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

U.S. Parent Application Number	PCT Parent Number	Parent Filing Date (MM/DD/YYYY)	Parent Patent Number (if applicable)

Additional U.S. or PCT international application numbers are listed on a supplemental priority sheet attached hereto.

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Name	Registration Number	Name	Registration Number
Michael W. Farn Daniel R. Brownstone	41,015 46,581	Rajiv P. Patel	39,327

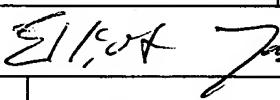
Additional attorney(s) and/or agent(s) named on a supplemental sheet attached hereto.

Please direct all correspondence to:

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

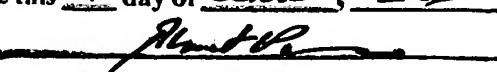
Name of Sole or First Inventor:		<input type="checkbox"/> A petition has been filed for this unsigned inventor							
Given Name	Elliot	Middle Initial		Family Name	Yasnovsky			Suffix	
Inventor's Signature						Date	24-OCT-2003		
Residence: City	Palo Alto		State	CA	Country	USA	Citizenship	USA	
Mailing Address	891 Loma Verde Avenue								
Mailing Address									
City	Palo Alto		State	CA	Zip	94303	Country	USA	

Additional inventors are being named on supplemental sheet(s) attached hereto

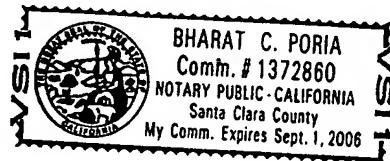
State of CALIFORNIA

County of SANTA CLARA

Subscribed and sworn (or affirmed) to before
me this 24 day of October, 2003



(Signature of Notary)



DECLARATION					ADDITIONAL INVENTOR(S) Supplemental Sheet				
Name of Additional Joint Inventor, if any:					<input type="checkbox"/> A petition has been filed for this unsigned inventor				
Given Name	Jayesh		Middle Initial		Family Name	Bhayani		Suffix	
Inventor's Signature	<i>Bhayani</i>					Date	10/24/2003		
Residence: City	Cupertino		State	CA	Country	USA		Citizenship	India
Mailing Address	20800 Homestead Road, Apt. #14A								
Mailing Address									
City	Cupertino		State	CA	Zip	95014	Country	USA	
Name of Additional Joint Inventor, if any:					<input type="checkbox"/> A petition has been filed for this unsigned inventor				
Given Name	Ilya		Middle Initial	N	Family Name	Slain		Suffix	
Inventor's Signature	<i>Ilya</i>					Date	10.24.2003		
Residence: City	Santa Clara		State	CA	Country	USA		Citizenship	USA
Mailing Address	3322 Duke Court								
Mailing Address									
City	Santa Clara		State	CA	Zip	95051	Country	USA	

State of CALIFORNIA
 County of SANTA CLARA
 Subscribed and sworn (or affirmed) to before
 me this 24 day of October 2003
Bharat C. Poria
 (Signature of Notary)

